

Cultural and Historic Affairs Committee
Meeting Minutes
June 12, 2012

The Bethany Beach Cultural and Historic Affairs Committee held a meeting on Tuesday, June 12, 2012 at 1:00 p.m. in the Town Meeting Room, 214 Garfield Parkway, Bethany Beach, DE 19930.

Members present: Carol Olmstead, who presided; Gloria Farrar; Theo Loppatto; Mary Lou McNerney; Mary Lou Urquhart; and Margaret Young.

Absent Members: Jan Kinsella and Jean Wode.

Also present: Diana Cowell; Beth McClain, Intern at the Coastal Point; Lindsey Good, Administrative Secretary.

Call to Order

Ms. Olmstead called the meeting to order at 1:00 p.m.

**Note: Ms. Olmstead advised that the order of the agenda for this meeting will amended so that Item III. : "Périers Day" is discussed first.*

Approval of Minutes from April 10, 2012 Meeting

Ms. Loppatto made a motion to approve the minutes. Seconded by Ms. Young, the motion was unanimously approved.

"Périers Day"

Committee Members Action Report

The Committee reviewed the status of the following action items and Committee member responsibilities that need to be completed and established additional ideas:

- *Flyers posted recognizing "Périers Day":* Ms. Farrar presented the flyer poster that she created for "Périers Day" on July 27th. Ms. Olmstead questioned if all of the activities taking place should be listed on the poster as well. She also noted that a program will need to be completed for the event. The order of the program will be as follows:
 - 1.) Mayor Tony McClenny will present the introduction for the event. She will provide the history of the twinning of the cities and explain why the Town of Bethany Beach established a resolution to create an annual "Périers Day"
 - 2.) A selected individual will sing the National Anthem in French. The Committee plans on asking Jennifer Carter to sing this.
 - 3.) Councilman, Mr. Joseph Healy will give a presentation on "Périers Day".Ms. Olmstead stated that there needs to be an advertisement posted that acknowledges the restaurants who will be participating in "Périers Day" and that the Museum will have a display of pictures and story of Périers/Bethany Beach twinning. Ms. Farrar said that she will also revise the flyer so it includes this information.

- *Banner displayed a week or so ahead: Ms. Olmstead.*
The Committee discussed the idea of displaying a poster on an easel in the lobby at Town Hall, instead of displaying a banner.
- *Ask local restaurants to offer some French entrée, appetizer, dessert, etc: Ms. Olmstead and Ms. Wode.*
Ms. Olmstead asked the Committee members to bring to the next meeting a copy of the letter she drafted to the restaurants, which she distributed at the previous meeting.
- *Bandstand acknowledgement with French National Anthem: Ms. Farrar and Councilman, Joseph Healy.*
- *Museum display with pictures and story of Périers/Bethany Beach twinning: Ms. Diana Cowell and Ms. Loppatto*
- *News articles in local papers that week: Ms. Kinsella.*
Coastal Point intern, Beth McClain, volunteered to write and publish an article about “Périers Day” in the newspaper to be published on July 20th. *Begin a scrapbook of Périers for the Museum (after July 27th)*
- *Advertise event at Farmers Market the previous Sunday: Ms. Young.*
Ms. Farrar is going to ask the Town’s IT Manager, John Wattenbarger, to enlarge the poster she created, so it can be displayed on a table during the Farmer’s Market.
- *E-mail to Mayor Gabriel Daube and other friends in Périers regarding the event: Ms. Olmstead*
- *Fly the French Flag, and possibly the Town of Périers flag: Ms. Olmstead.*
Ms. Cowell asked if Mr. Healy was presented with a Périers, France flag during his stay there. Ms. Olmstead replied that she verify with Mr. Healy whether he received a town flag.

Ms. Farrar suggested that tooth picks with miniature French Flags can be ordered to be displayed for people to take at restaurants and at various areas around the Town. The Committee agreed that this is a great idea.

- ~~*Web cam between Bethany Beach and Périers.*~~

Ms. Olmstead asked the Committee if they feel an advertisement should be published in the local newspaper. Ms. Farrar advised that this would be a good idea. She suggested that posters can also be posted at the five (5) places around Town (Town Hall, PNC Bank, Bandstand, Post Office, and South Coastal Library) and on the Town website.

Ms. Olmstead noted that Mr. Pat Neary created a disc with many pictures from a variety of Town events that can be installed onto the kiosk to replace the pictures of the 1962 storm.

Ms. Cowell excused herself at this time. She is going to e-mail Ms. Loppatto her schedule, so they can plan a time to meet again

Museum

Docent Schedule

Ms. Olmstead stated that she had a meeting with the docents and there are new docents this year, who are very enthusiastic to participate.

During July and August, the Museum will be open on Wednesday evenings from 5:00 – 7:00 p.m. and on Mondays from 10:00 a.m. – noon.

Ms. Olmstead noted that there are many individuals who look around the Museum during hours that the Town Hall is open.

Ideas for Promoting the Museum

The following ideas for promoting the Museum were discussed:

- Ms. Olmstead stated that it was suggested at the docent meeting that a banner be displayed in front of the Town Hall on Sundays so more people become aware of the Museum's new hours.
- Ms. Olmstead advised that installing brown signs on the median of Route 1.
- Small advertisements can be published in the local newspaper during July and August. Museum posters can also be published in the newspaper.
- A poster can be displayed in the front door of the Town Hall and at the five (5) places around Town (PNC Bank, Bandstand, Post Office, South Coastal Library, and Town Hall bulletins)
- Ms. McNerney suggested that a segment can be shown on the show *Delmarva Life* on the WBOC network. She is going to provide more information at the next meeting.

Ms. Farrar noted that the Sign-In Guestbook for the Museum is currently missing, but she will look for it.

Oral History Input

Ms. Olmstead explained that at the last meeting, Mr. Ray Disney requested transcripts of the interviews for the Oral History Project. However, it was decided that transcripts will not be necessary since they would be over one-thousand pages (1,000) in length and Mr. Disney will be able to move forward by using the notes on the interviews that were taken by the Committee members.

Mr. Disney's expects to have this project completed by the end of this summer.

Ms. Olmstead mentioned that Mr. Disney advised that the Committee review the demo disc to see if they are in favor of the format.

Ms. Olmstead acknowledged that the Committee will listen to the remaining five (5) interviews during the July meeting.

Update on Ongoing Projects

News Articles

Ms. Urquhart reported that she and Ms. Kinsella have reviewed all of the articles and they are ready to put them in the albums. When Ms. Kinsella returns from her trip, they are going to meet again to complete it.

Ms. Olmstead stated Town Manager, Cliff Gravier, would like to have the news articles digitalized so they can be installed on the kiosk in the Museum.

Ms. Olmstead acknowledged that this project is moving forward quickly.

Note Cards

Ms. Olmstead stated that she has not had a chance to contact Coastal Printing regarding the note cards.

Town Hall Picture Labels

Ms. Loppatto said that she has contacted the Sales Manager of Gaylord, Inc., and he suggested that the picture labels should have a landscape display.

Ms. Olmstead emphasized that the labels must first be approved by the Town Manager, Mr. Cliff Gravier. She added that he recommended that the pictures should be framed.

Ms. Loppatto expressed that she feels the picture labels would be attractive displayed without being framed.

Ms. Loppatto is going to wait to order the labels until they reach a final decision of the design of the picture labels.

Set Date for Next Meeting and Adjourn

Ms. Young made a motion to adjourn the meeting. Seconded by Ms. Loppatto, the motion was unanimously approved. The meeting was adjourned at 2:55 p.m.

The next meeting is scheduled for Tuesday, July 10th, 2012 at 1:00 p.m. There will be no meetings in August or September.

Respectfully Submitted:

Lindsey Good
Administrative Secretary